



WXYZ

ORDER

Print Date 09/14/12

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Flight Dates **08/28/12-09/03/12**

Contract / Revision **309294 /**

Original Date / Revision
08/27/12 09/10/12

Advertiser **Protect Our Jobs**

Agency **Hamburger Company**

Buying Contact

**5505 Connecticut Avenue NW - #21
Washington, DC 20015**

Product

Protect Our Jobs

Agency Com 15%

Billing Contact

**5505 Connecticut Avenue NW - #21
Washington, DC 20015**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1592**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-4

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	71	\$33,468.75	\$39,375.00	0.00
Totals	71	\$33,468.75	\$39,375.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/03/12	71	\$33,468.75	\$39,375.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	08/28/12	09/03/12	430 AM News 7 Action News This Morni	CM	430a-5a	11111--	:30	5	\$125.00	P-4	0.00 NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/28/12	09/03/12	11111--		5		\$125.00		0.00				
N 2	WXYZ	08/28/12	09/03/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	22222--	:30	10	\$650.00	P-4	0.00 NM	10	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/28/12	09/03/12	22222--		10		\$650.00		0.00				
N 3	WXYZ	09/01/12	09/01/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$250.00	P-4	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



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Contract / Revision **309294** Flight Dates **08/28/12-09/03/12**

Hiatus Dates

Original Date / Revision 08/27/12/ 09/10/12

Order Sep 00:20:00

Advertiser **Protect Our Jobs**Product **Protect Our Jobs**Estimate # **1592**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WXYZ	09/01/12	09/01/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/28/12	09/03/12	-----S-					1	\$250.00		0.00			
N 4	WXYZ	09/01/12	09/01/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/28/12	09/03/12	-----S-					1	\$350.00		0.00			
N 5	WXYZ	09/01/12	09/01/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-9am	-----S-	:30	1	\$300.00	P-4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/28/12	09/03/12	-----S-					1	\$300.00		0.00			
N 6	WXYZ	09/02/12	09/02/12	Action News SUN 6am Action News SUN 6am	CM	SUN 6-7am	-----S	:30	1	\$200.00	P-4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/28/12	09/03/12	-----S					1	\$200.00		0.00			
N 7	WXYZ	09/02/12	09/02/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$300.00	P-4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/28/12	09/03/12	-----S					1	\$300.00		0.00			
N 8	WXYZ	09/02/12	09/02/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/28/12	09/03/12	-----S					1	\$250.00		0.00			
N 9	WXYZ	08/28/12	09/03/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	11111--	:30	5	\$400.00	P-4	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/28/12	09/03/12	11111--					5	\$400.00		0.00			
N 10	WXYZ	08/28/12	09/03/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	11111--	:30	5	\$350.00	P-4	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/28/12	09/03/12	11111--					5	\$350.00		0.00			
N 11	WXYZ	08/28/12	09/03/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	11111--	:30	5	\$600.00	P-4	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/28/12	09/03/12	11111--					5	\$600.00		0.00			
N 12	WXYZ	08/28/12	09/03/12	12p Noon News 12p News	CM	12-1p	11111--	:30	5	\$400.00	P-4	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/28/12	09/03/12	11111--					5	\$400.00		0.00			
N 13	WXYZ	08/28/12	09/03/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	11111--	:30	5	\$500.00	P-4	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/28/12	09/03/12	11111--					5	\$500.00		0.00			
<u>Spot</u>		<u>Ch Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
5		WXYZ 08/28/12-09/03/12		M-F 4-5pm	4-5pm M-F		MTWThF----	:30		(\$500.00)	0.00	NM			
Unresolved															
[paid programs]															
N 14	WXYZ	08/28/12	09/03/12	5p News 5-6pm M-F	CM	5-6pm M-F	11111--	:30	5	\$650.00	P-4	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Hiatus Dates

Original Date / Revision 08/27/12/ 09/10/12

Order Sep 00:20:00

Advertiser **Protect Our Jobs**Product **Protect Our Jobs**Estimate # **1592**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 14	WXYZ	08/28/12	09/03/12	5p News 5-6pm M-F	CM	5-6pm M-F	11111--	:30	5	\$650.00	P-4	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/28/12	09/03/12	11111--	5		\$650.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	WXYZ	08/28/12-09/03/12		5p News		5-6pm M-F	MTWThF----	:30		(\$650.00)		0.00	NM		
Unresolved [Dr. Oz]															
N 15	WXYZ	08/29/12	08/31/12	6p News 6-630pm M-F	CM	6-630pm M-F	-- 1- 1--	:30	2	\$900.00	P-4	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/28/12	09/03/12	-- 1- 1--	2		\$900.00		0.00						
N 16	WXYZ	08/28/12	09/03/12	7p News M-F 7-730p	CM	7-730pm M-F	11- 1- ---	:30	3	\$750.00	P-4	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/28/12	09/03/12	11- 1- ---	3		\$750.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WXYZ	08/28/12-09/03/12		7p News		7-730pm M-F	MT- Th- ----	:30		(\$750.00)		0.00	NM		
Unresolved [Special Program of the Detroit Lion's Preseason Football/No Action News@7pm.....mt]															
N 17	WXYZ	09/01/12	09/01/12	Early News Sa Sa 6-630p	CM	6-630pm Sat	----- S-	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/28/12	09/03/12	----- S-	1		\$500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WXYZ	08/28/12-09/03/12		Early News Sa		6-630pm Sat	----- Sa--	:30		(\$500.00)		0.00	NM		
See MG 17.2 [PLEASE CHANGE TIME TO 7PM.....MT]															
2	WXYZ	08/28/12-09/03/12		Early News Sa 7p (Foll Sport:7pm Sat			----- Sa--	:30		\$500.00		0.00	NM		
Ⓜ MG for 17.1 09/01															
N 18	WXYZ	08/29/12	09/01/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	-- 1- 11-	:30	3	\$1,400.00	P-4	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/28/12	09/03/12	-- 1- 11-	3		\$1,400.00		0.00						
N 19	WXYZ	08/28/12	09/03/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M	11- 1- ---	:30	3	\$700.00	P-4	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/28/12	09/03/12	11- 1- ---	3		\$700.00		0.00						
N 20	WXYZ	08/28/12	09/03/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M	11111--	:30	5	\$200.00	P-4	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/28/12	09/03/12	11111--	5		\$200.00		0.00						
N 21	WXYZ	08/29/12	08/31/12	M-F 106a-206a M-F 106a-206a	CM	106am-206am	-- 1- 1--	:30	2	\$100.00	P-4	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/28/12	09/03/12	-- 1- 1--	2		\$100.00		0.00						
N 22	WXYZ	09/01/12	09/01/12	SA 1130p-1230a SA 1130p-1230a	CM	1130pm-1230am	----- S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/28/12	09/03/12	----- S-	1		\$250.00		0.00						
N 23	WXYZ	09/02/12	09/02/12	Sports Update 1130-12n	CM	1130pm-12am	----- S	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
SU 1130p-12a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		08/28/12	09/03/12	-----S		1		\$500.00	0.00						
N24	WXYZ	08/28/12	08/28/12	Tuesday Prime B	CM	9-10pm Tuesday	-T-----	:30	1	\$2,200.00	P-4	0.00	NM	1	\$2,200.00
				Tuesday Prime B											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		08/28/12	09/03/12	-T-----		1		\$2,200.00	0.00						
N25	WXYZ	08/31/12	08/31/12	ABC Friday Prime	CM	8-11pm Friday	----F--	:30	1	\$3,000.00	P-4	0.00	NM	1	\$3,000.00
				20/20		(9:00 PM-11:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		08/28/12	09/03/12	----F--		1		\$3,000.00	0.00						
N26	WXYZ	09/01/12	09/01/12	ABC Saturday Prime	CM	8-11pm Saturday	-----S-	:30	1	\$800.00	P-4	0.00	NM	0	\$0.00
				Saturday Prime											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		08/28/12	09/03/12	-----S-		1		\$800.00	0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WXYZ	08/28/12-09/03/12		ABC Saturday Prime		8-11pm Saturday	-----Sa--	:30		(\$800.00)		0.00	NM		
Unresolved															
[per sk....programming change airing ABC Clg Ftbl.....mt]															
Totals														71	\$39,375.00